

Saving Students Money With Open Educational Resources

Executive Sponsor

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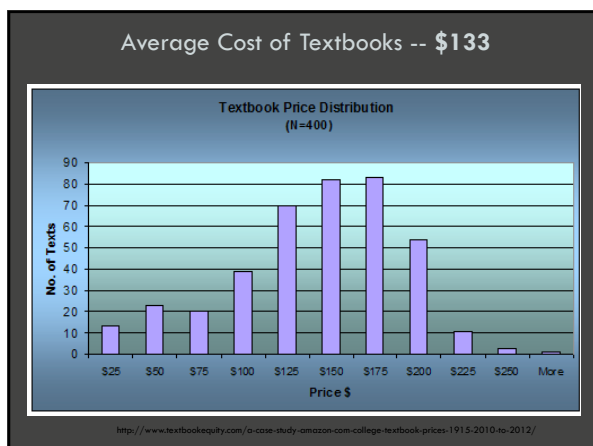


How much do full-time college students spend annually on textbooks?

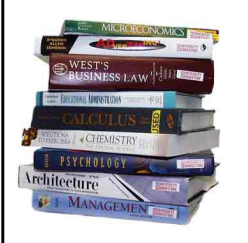


Approx. \$1200

<http://www.doughcollins.com/education/colleges-to-buy-and-sell-your-college-textbooks/>



Tough Choices ...



OR



“... 7 of 10 current college students have skipped buying a textbook because it was too expensive.”

<http://www.studentup.org/news/10-students-skip-buying-expensive-textbooks>



<http://www.writinginfo.org/playing-with-challenging-theory/combined-student-at-130294407288/>

What is it like
to take a class
without a textbook?

What if tomorrow's conference sessions were at Paradise Valley Community College?




"Sorry. You need to pay a GPS fee."
- Siri

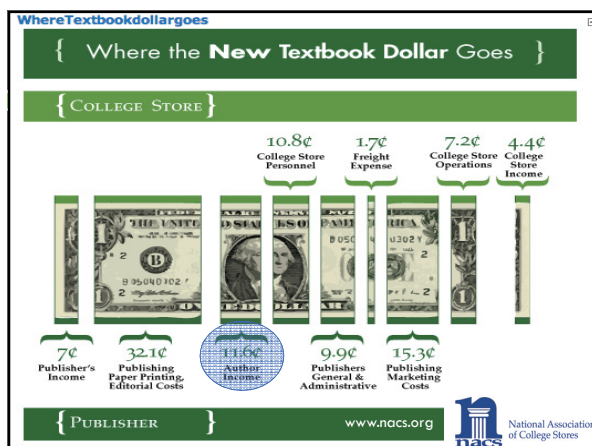
Not Every Student Buys New Books ...Right?

MCCCD Textbook Sales Dollars

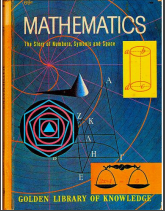
- 74% New
- 14% Rental
- 11% Used
- 1% Digital



Some students sell back books at a fraction of the purchase price ... others creatively reuse them.



How much should a textbook cost?



We think

\$ 0

Or at most ...

\$ 30 - 50

The Students Agree ...

Question 06 The online homework and textbook for many other sections of this course costs about \$100. There is no textbook cost for this section. How much will the cost of the textbook impact your decision to take other math courses? (Mandatory)

Answers: **27** (100%) Skips: **0** (0%)

	0%	31.5%	63%	COUNT	PERCENT
Y. Huge impact. I may not take a class if the textbook and homework cost over \$100.				17	63%
Y. Some impact. It will be a factor in my decision when selecting classes.				6	22%
Y. No impact. Cost of textbooks and online homework is not a big concern for me.				4	15%

Student Comment -

Not having to pay for the text was awesome - it allowed me to pay my water bill in May so I could shower and clean my sweet potatoes in the sink.

And so do Senators Durbin and Franken



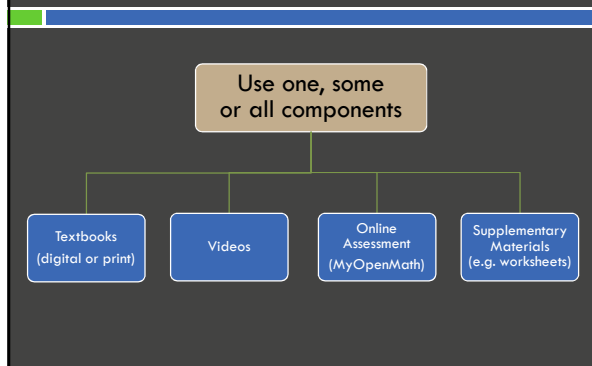

Senators Introduce Bill to Fund Open Education Resources

November 15, 2013

A new bill introduced in the U.S. Senate seeks to tackle the rising cost of textbooks by giving states an incentive to experiment with open educational resources. The Affordable College Textbook Act, introduced by U.S. Senators Dick Durbin and Al Franken, Democrats of Illinois and Minnesota, respectively, would create a grant program that would fund the creation of new textbooks -- as long as they are made available for free online.

<http://www.middlehighland.com/senate/2013/11/15/senators-introduce-bill-fund-open-education-resources>

What are Open Educational Resources (OERs)?



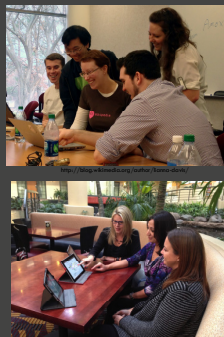
Quality of OER Materials?

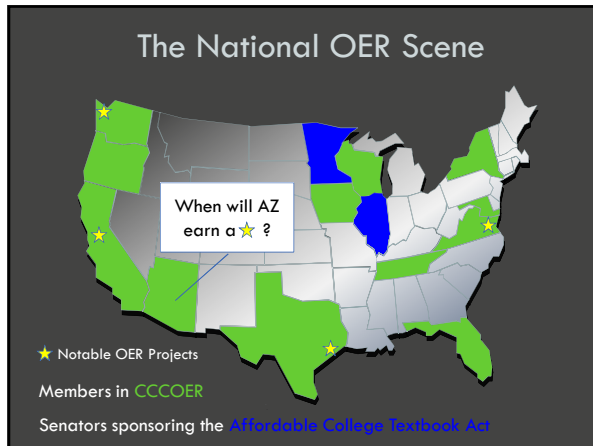
✓ Peer Reviewed
 ✓ Instructional Design Support
 ✓ Rubrics Covering Multiple Topics
 ✓ Student Surveys (see below)

Question 03	Rate the quality of the components used to teach this course from 5 (highest) to 1 (lowest)						Answers	Steps
	5	4	3	2	1	N/A	49 100%	0 0%
Textbook	19	6	7	2	1	14		
Videos	45	3	1	0	0	0		
Online Homework	40	8	0	0	0	1		
In-Class Instruction	26	4	1	3	1	13		
Overall Course Materials	37	11	1	0	0	0		

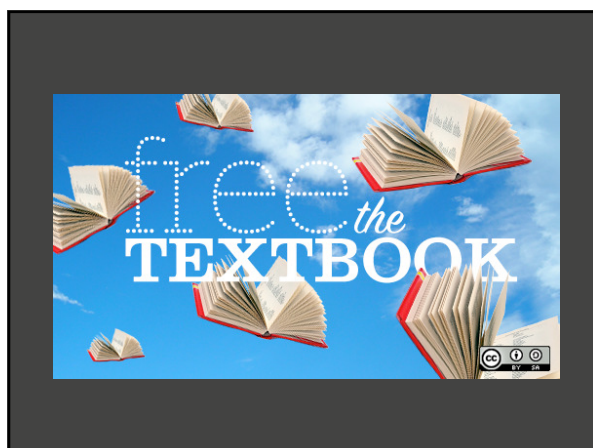
Benefits for Faculty

- Student Access to Materials
 - ✓ Before 1st day
 - ✓ Happy Students =>
 - ✓ After the last day
- Materials
 - ✓ Amount
 - ✓ Reuse, Revise, Remix, Redistribute
 - ✓ Collaboration









Pockets of OER Adoption in MCCC

- ✓ Videos (over 3200)
- ✓ Workbooks
- ✓ Textbooks
- ✓ Homework problems



MCCC OER Steering Team

meets twice each month

Executive Sponsor 2 Presidents

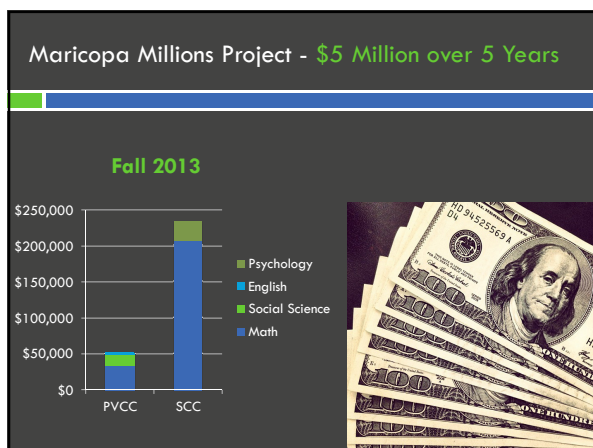
9 Faculty

VP & Deans

OER STRATEGIC PLAN

Instructional Designers Librarian MCL IT





Student Focus Groups

Call for Proposals

- ✓ Collaborative teams of 3 Faculty
- ✓ Multi-college proposals encouraged



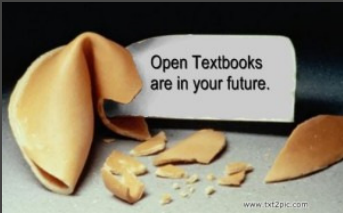


- ✓ Evaluated by Steering Team
- ✓ Course Materials

Phase 1 Courses

Accounting
Computer Science
Reading

Chemistry



English

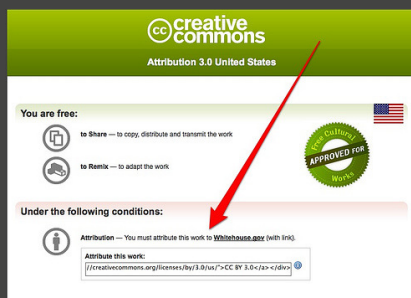
Economics
Communications
Psychology

Training and Support

- ✓ Webinars
- ✓ Training session
- ✓ Review process
- ✓ Monthly reports

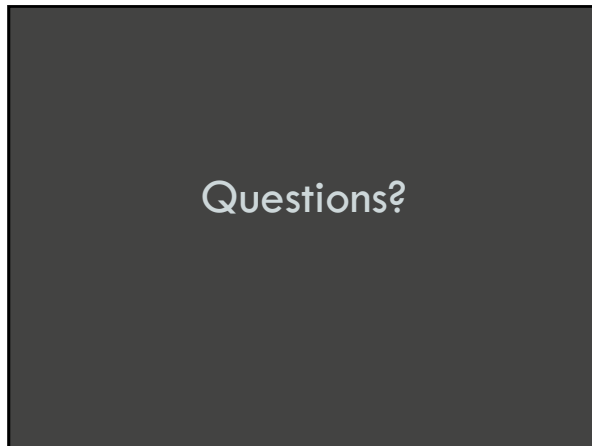


All Developed Materials will be CC-BY



FAQs about the Project?

- How will OER courses be defined for students?
 - "No cost" for materials
 - "Low cost" for materials (amount TBD)
- How will the courses be developed?
 - We are recruiting faculty developers - proposals
 - Ideally, teams of 3 (three different colleges)
 - Small stipend
 - Training and support, peer review
- Mandatory adoption by faculty?
NO



MOOCs for Business

www.mooc-list.com

The DO School Start-Up Lab (iversity) <small>Start Date: Spring 2014 Here's a plan for changing the world? It's time to learn how to DO it!</small>
BCM-MB110x: Introduction to the Music Business (edX) <small>Start Date: Jan 27th 2014 This course will survey key aspects of an evolving industry from recording, publishing, and distribution to legal issues confronting music commerce.</small>
Business Ethics for the Real World (Canvas.net) <small>Start Date: Nov 4th 2013 This course is designed to provide an introduction to the subject of ethical behavior in business.</small>
Design Thinking for Business Innovation (Coursera) <small>Start Date: Nov 4th 2013 This course will provide an overview of the process and tools used for design thinking, and examine their application in organizational situations.</small>
The Power of Markets (Coursera) <small>Start Date: Nov 4th 2013 The course will give you the tools with which to understand and predict market phenomena. A large dose of real-world applications will be provided along the way. These applications illustrate the power and relevance of underlying microeconomic theory while providing you a valuable opportunity to put the theory into practice.</small>
Markets with Frictions (Coursera) <small>Start Date: Oct 20th 2013 This course explores markets with frictions. The goal is to sharpen our economic reasoning, add a few twists that you are unlikely to have seen in other courses, and apply the methods to interesting phenomena. This should improve the way you think analytically about the economy, and help address interesting issues that come up in the world of business.</small>

MOOC vs. OER





FREE

Marathon Training





Training

FREE on Web Site

Our 2013 training program for the 3TV Phoenix 10K and Half Marathon kicks off this Saturday, August 10th. We are very excited that it is filled to capacity but if you get ahead and need more to join our race program, please follow us on Facebook or Twitter to sign up or e-mail us for more opportunities here at the store!

For those enrolled in this training group, please use the appropriate link below to view your specific training program.

Also Additional flexibility and scheduling information.

10K Beginner

Half Marathon Beginner

Half Marathon Intermediate

Half Marathon Advanced

<http://www.canvas.net/courses/marathon-training>

<http://www.runninga-marathon.com>

<http://www.canvas.com/training>

10